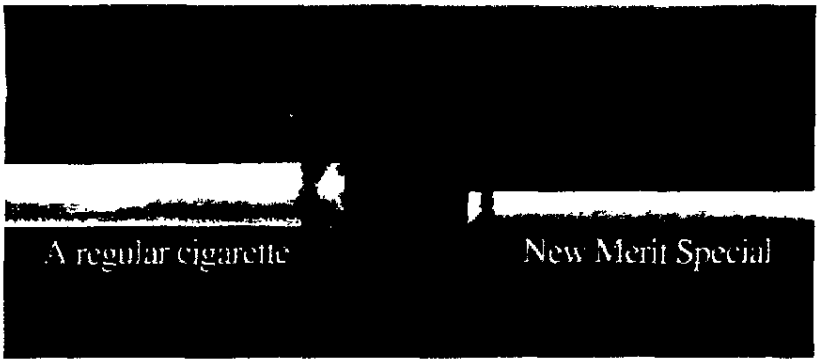


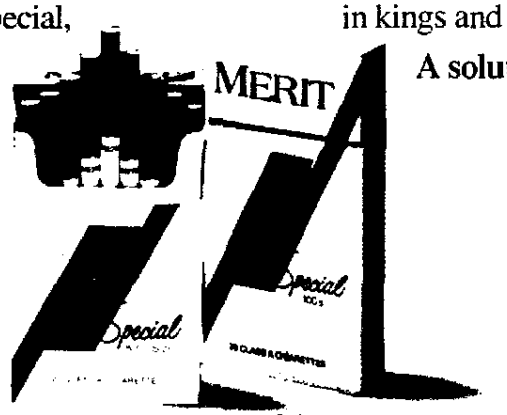
The new smoking dimension.

Merit breakthrough combines a new thin shape and great taste in a remarkable new, low-tar cigarette. Introducing new Merit Special.

Here's a whole new way to smoke, from the smart thin shape to the rich tobacco taste. New Merit Specials have 1/4th less tobacco than regular cigarettes. Yet they're rich tasting, because of Merit's exclusive Enriched Flavor.™ In fact, new Merit Specials deliver the flavor and smoking satisfaction of leading light cigarettes, but *less tar.* And with less tobacco, there's less smoke.

New Merit Special, in kings and 100's.

A solution with Merit.



New Merit Special

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/yhlj0004